

PM Stars Projected Database - Weekly
Database as of MAR 08 1997

Carton Volume
Shr

| | Tot Philip Morris 52 wks FEB 22 1997 | Tot Philip Morris 26 wks FEB 22 1997 | Tot Philip Morris 13 wk FEB 22 1997 | Tot Philip Morris 4wk FEB 22 1997 | Tot Philip Morris ytd 97 FEB 22 1997 | diff | | Tot Marlboro 52 wks FEB 22 1997 | Tot Marlboro 26 wks FEB 22 1997 | Tot Marlboro 13 wk FEB 22 1997 | Tot Marlboro 4wk FEB 22 1997 | Tot Marlboro ytd 97 FEB 22 1997 | diff | |
|------------------|--|--|--|--|--|-------|-------|--|--|--|--|--|-------|-------|
| U.S. Total | 48.81 | 48.90 | 49.11 | 48.89 | 48.70 | 48.87 | 0.17 | 33.07 | 33.32 | 33.57 | 33.56 | 32.83 | 33.27 | 0.44 |
| U.S. Convenience | 50.98 | 50.83 | 50.93 | 50.51 | 50.94 | 50.60 | -0.34 | 36.78 | 36.82 | 37.03 | 36.77 | 36.61 | 36.60 | -0.02 |
| U.S. Supermrkts | 43.38 | 43.75 | 44.04 | 44.45 | 43.32 | 44.25 | 0.93 | 25.42 | 25.71 | 25.85 | 26.44 | 25.27 | 26.11 | 0.84 |
| U.S. Drug | 45.94 | 46.41 | 46.33 | 46.04 | 45.73 | 46.15 | 0.42 | 26.21 | 26.63 | 26.33 | 26.49 | 26.04 | 26.26 | 0.22 |
| U.S. Mass Merch | 56.94 | 58.50 | 59.71 | 59.33 | 56.23 | 59.12 | 2.89 | 37.06 | 39.13 | 40.75 | 40.64 | 36.12 | 40.19 | 4.07 |
| U.S. Liquor | 42.01 | 41.22 | 41.26 | 40.68 | 42.38 | 40.94 | -1.44 | 27.42 | 26.87 | 26.65 | 26.55 | 27.69 | 26.25 | -1.43 |
| U.S. Grocery | 44.36 | 43.94 | 43.64 | 43.48 | 44.52 | 43.52 | -1.00 | 28.14 | 27.91 | 27.73 | 27.62 | 28.18 | 27.51 | -0.66 |
| Region 1 Total | 50.00 | 49.99 | 50.07 | 49.93 | 49.94 | 49.94 | 0.00 | 34.35 | 34.45 | 34.50 | 34.67 | 34.22 | 34.29 | 0.07 |
| Region 2 Total | 45.07 | 45.15 | 45.37 | 45.18 | 44.99 | 45.16 | 0.17 | 30.26 | 30.45 | 30.72 | 30.65 | 30.08 | 30.45 | 0.37 |
| Region 3 Total | 50.92 | 50.89 | 51.39 | 51.01 | 50.78 | 51.08 | 0.30 | 35.18 | 35.34 | 35.82 | 35.54 | 34.88 | 35.38 | 0.51 |
| Region 4 Total | 48.70 | 48.97 | 49.10 | 49.00 | 48.56 | 48.84 | 0.29 | 31.79 | 32.22 | 32.49 | 32.61 | 31.46 | 32.26 | 0.79 |
| Region 5 Total | 51.81 | 51.99 | 52.12 | 51.63 | 51.69 | 51.68 | -0.01 | 36.17 | 36.60 | 36.71 | 36.64 | 35.93 | 36.22 | 0.29 |
| Section 11 Total | 49.99 | 49.81 | 49.75 | 49.99 | 50.03 | 49.60 | -0.43 | 33.78 | 33.89 | 33.79 | 34.20 | 33.70 | 33.42 | -0.28 |
| Section 12 Total | 45.37 | 45.55 | 45.72 | 45.66 | 45.24 | 45.87 | 0.63 | 31.97 | 32.24 | 32.29 | 32.51 | 31.85 | 32.25 | 0.41 |
| Section 13 Total | 55.69 | 55.55 | 55.52 | 55.41 | 55.62 | 55.35 | -0.27 | 37.05 | 36.92 | 36.93 | 37.18 | 36.97 | 36.69 | -0.27 |
| Section 14 Total | 46.69 | 46.89 | 47.19 | 46.66 | 46.54 | 47.01 | 0.47 | 33.46 | 33.69 | 33.96 | 33.82 | 33.22 | 33.85 | 0.63 |
| Section 21 Total | 46.69 | 47.13 | 47.21 | 46.93 | 46.48 | 47.14 | 0.66 | 32.51 | 32.91 | 33.01 | 33.01 | 32.26 | 32.89 | 0.63 |
| Section 22 Total | 38.94 | 39.07 | 39.22 | 39.02 | 38.98 | 38.79 | -0.19 | 23.86 | 24.05 | 24.34 | 24.05 | 23.80 | 23.83 | 0.04 |
| Section 23 Total | 48.24 | 48.33 | 48.86 | 48.90 | 48.07 | 48.78 | 0.70 | 31.67 | 31.99 | 32.59 | 32.77 | 31.33 | 32.45 | 1.11 |
| Section 24 Total | 45.97 | 45.76 | 45.75 | 45.36 | 45.97 | 45.48 | -0.49 | 33.44 | 33.27 | 33.14 | 32.95 | 33.38 | 32.83 | -0.55 |
| Section 31 Total | 46.25 | 45.98 | 46.31 | 45.89 | 46.26 | 45.90 | -0.36 | 32.27 | 32.23 | 32.54 | 32.03 | 32.08 | 32.00 | -0.08 |
| Section 32 Total | 44.44 | 44.28 | 44.75 | 43.99 | 44.25 | 44.27 | 0.01 | 29.97 | 29.90 | 30.41 | 29.91 | 29.67 | 29.82 | 0.16 |
| Section 33 Total | 52.40 | 52.54 | 53.22 | 53.11 | 52.20 | 53.16 | 0.96 | 34.08 | 34.53 | 35.14 | 35.23 | 33.64 | 34.95 | 1.31 |
| Section 35 Total | 58.95 | 59.08 | 59.43 | 59.54 | 58.74 | 59.30 | 0.56 | 41.13 | 41.35 | 41.58 | 41.38 | 40.87 | 41.21 | 0.34 |
| Section 36 Total | 55.22 | 55.39 | 55.96 | 55.32 | 55.02 | 55.54 | 0.52 | 41.32 | 41.64 | 42.25 | 41.91 | 41.00 | 41.77 | 0.77 |
| Section 41 Total | 45.42 | 45.65 | 45.80 | 45.99 | 45.21 | 45.73 | 0.52 | 30.38 | 30.68 | 30.91 | 30.96 | 30.10 | 30.77 | 0.67 |
| Section 42 Total | 56.78 | 57.30 | 57.31 | 56.78 | 56.46 | 57.39 | 0.92 | 30.26 | 30.72 | 30.95 | 30.61 | 29.93 | 30.89 | 0.96 |
| Section 43 Total | 46.78 | 47.32 | 47.88 | 48.20 | 46.58 | 47.44 | 0.87 | 33.16 | 33.93 | 34.55 | 34.98 | 32.65 | 34.07 | 1.42 |
| Section 44 Total | 49.28 | 49.19 | 49.13 | 48.45 | 49.27 | 48.66 | -0.60 | 33.26 | 33.45 | 33.62 | 33.30 | 33.06 | 33.15 | 0.09 |
| Section 45 Total | 49.64 | 49.70 | 49.40 | 49.14 | 49.63 | 48.96 | -0.66 | 32.18 | 32.50 | 32.51 | 33.10 | 31.90 | 32.52 | 0.62 |
| Section 51 Total | 48.11 | 47.76 | 47.49 | 47.88 | 48.07 | 47.40 | -0.67 | 30.56 | 30.78 | 30.75 | 31.12 | 30.41 | 30.64 | 0.22 |
| Section 52 Total | 50.56 | 50.50 | 50.80 | 49.60 | 50.42 | 50.25 | -0.17 | 37.68 | 37.86 | 38.12 | 37.47 | 37.45 | 37.52 | 0.07 |
| Section 53 Total | 53.11 | 53.33 | 53.70 | 52.63 | 53.13 | 52.95 | -0.18 | 35.02 | 35.48 | 35.80 | 35.18 | 34.79 | 35.00 | 0.21 |
| Section 54 Total | 54.90 | 55.57 | 55.71 | 55.37 | 54.69 | 55.35 | 0.66 | 40.06 | 40.73 | 40.65 | 40.83 | 39.79 | 40.24 | 0.44 |

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